

Message Text

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44

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W
----- 126710

R 131715Z JUL 76
FM AMEMBASSY BRASILIA
TO SECSTATE WASHDC 6761
INFO AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO
AMCONSUL PORTO ALEGRE
AMCONSUL SALVADOR
AMCONSUL RECIFE
AMCONSUL BELEM

UNCLAS SECTION 1 OF 2 BRASILIA 6118

E. O. 11652: N/A
TAGS: BEXP, BR
SUBJ: COUNTRY COMMERCIAL ACTION GROUP (CCAG) MEETING JUNE 25

REF.: BRASILIA 3658, RIO DE JANEIRO 2501, RIO DE JANEIRO A-41
RIO DE JANEIRO 2532

1. SUMMARY

CCAG REVIEWED FOURTH QUARTER OF FY-76 CCP PROGRAM. IN VIEW OF DIFFICULT IMPORT CLIMATE, IT WAS AGREED THAT CAMPAIGN ON COMPUTERS AND RELATED EQUIPMENT BE DROPPED FROM THE CCP FOR THE REMAINING QUARTER OF FY-76. DETAILED REPORT FOR FOURTH QUARTER FOLLOWS BELOW. CCAG ALSO REVIEWED DRAFT CCP FOR FY-77 WITH REPRESENTATIVES OF WASHINGTON COMMERCIAL ACTION GROUP (LACEY AND GENDREAU) WHO WERE PRESENT AT MEETING. DRAFT WAS FINALIZED FOLLOWING THE MEETING. COMMERCIAL COUNSELOR REPORTED ON MEETING EARLIER IN DJY WITH GOB OFFICIALS ON CONDITIONS FOR ESTABLISHING A TRADE CENTER IN SAO PAULO.
END SUMMARY

2. METALWORKING AND METAL-FINISHING EQUIPMENT CAMPAIGN - NO TRADE OPPORTUNITIES WERE REPORTED (ACTION 12). ACTION 13 SHOULD BE DELETED AS FAIR NOT BEING HELD UNTIL NOVEMBER 1977. RECEPTION FOR METALWORKING INDUSTRY EXECUTIVES TO
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PROMOTE ATTENDANCE AT INTERNATIONAL MACHINE TOOL SHOW

(ACTION 14) IS PENDING REVIEW OF SITUATION IN VIEW OF RECENT TRAVEL RESTRICTIONS.

3. AGRICULTURAL EQUIPMENT AND ACCESSORIES CAMPAIGN - THIS CAMPAIGN DROPPED WITH WASHINGTON APPROVAL EARLIER IN YEAR. COMMERCIAL OFFICER FROM PORTO ALEGRE REPORTED THAT PLANNED PARTICIPATION BY STATE OF INDIANA IN ESTEIO FAIR WAS CANCELED SINCE NOT ONLY USDOC BUT ALSO USDA DECIDED AGAINST OFFICIAL PARTICIPATION.

4. COMMUNICATIONS EQUIPMENT CAMPAIGN - EMBRATEL ISSUED FORMAL BIDS FOR DOMESTIC SATELLITE PROJECT DURING QUARTER. LUNCHEON WAS HELD FOR SATELLITE PROJECT DIRECTOR AND FINANCIAL ADVISERS. CONSULTATIONS WERE HELD WITH U.S. FIRMS BIDDING ON PROJECT. (ACTION 17). ONE TRADE OPPORTUNITY REPORTED (ACTION 18). REPORT ON DATA COMMUNICATIONS PROJECTS BEING PREPARED BY NEWLY-ARRIVED CAMPAIGN MANAGER (ACTION 19) WHO IS ALSO MONITORING OTHER PROJECTS UNDER DEVELOPMENT PLAN (ACTION 20).

5. AVIONICS - AVIATION ENGINEERING AND EQUIPMENT CAMPAIGN - TECHNICAL SALES SEMINAR HELD AND REPORTS FORWARDED TO WASHINGTON (ACTION 17). NATIONAL CIVIL AVIATION PLAN (PSDAC) WHICH GOB RECENTLY DEVELOPED HAS BEEN FORWARDED (ACTION 19). DEVELOPMENTS IN CIVIL AVIATION AREA HAVE BEEN REPORTED ON CONTINUING BASIS (ACTION 19). PREPARATION OF OUTLOOK REPORT ON EXPORT AND INVESTMENT PROSPECTS IN AVIATION SECTOR AWAITED SIGNING OF AIRWORTHINESS AGREEMENT. AGREEMENT SIGNED MID-JUNE AND REPORT WILL BE PREPARED IN FOLLOWING QUARTER (ACTION 20).

6. COMPUTERS AND RELATED EQUIPMENT CAMPAIGN - ONE TRADE OPPORTUNITY REPORTED (ACTION 10). REPORT ON MARKET FOR COMPUTER-BASED EQUIPMENT IS PENDING COMPLETION OF CONTRACTED SURVEY. (ACTION 11). CCAG DECIDED THAT IN VIEW OF DIFFICULT IMPORT CLIMATE (SEE REPORT ON PREVIOUS CCAG MEETING, PARA 6 BRASILIA 3658) CAMPAIGN SHOULD BE DROPPED.

7. POLLUTION CONTROL EQUIPMENT CAMPAIGN - TRADE MISSION TOOK PLACE DURING THIRD QUARTER AND WAS FULLY REPORTED (ACTION 12). NO ARTICLES RECEIVED FOR PLACEMENT IN TRADE MEDIA. (ACTION 13). GENERAL QUESTION OF OBTAINING APPROPRIATE TRADE ARTICLES NOW UNDER UNCLASSIFIED

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CONSIDERATION IN WASHINGTON.) TWO TRADE OPPORTUNITIES SUBMITTED (ACTION 14).

8. POWER PRODUCTION, TRANSMISSION AND DISTRIBUTION PROJECTS - CONSULTATION WITH US FIRMS AND ITAIPU COMPANY OFFICIALS HAVE CONTINUED (ACTIONS 12 & 15). ITAIPU COMPANY OFFICIALS VISITED US DURING QUARTER. THEY TOURED GRAND COULEE AS GUESTS OF BUREAU OF RECLAMATION AND VISITED EXIMBANK AND OTHER WASHINGTON

AGENCIES. NO NEED FOR USG TASK FORCE VISIT AT THIS TIME
(ACTION 13). UNABLE COMPLETE ACTION 14 DUE TO SLIPPAGE IN
BIDDING SCHEDULE.

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W
----- 126597

R 131715Z JUL 76
FM AMEMBASSY BRASILIA
TO SECSTATE WASHDC 6762
INFO AMCONSUL RIO DE JANEIRO
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9. STEEL EXPANSION PROGRAM. FINAL AWARDS FOR MAJOR EQUIPMENT
PACKAGES OF INTEREST TO US SUPPLIERS ONLY ANNOUNCED LATE JUNE.
REPORT ON THESE AWARDS (ACTION 7) WAS FORWARDED PER RIO DE
JANRIO 2501.

10.. PETROLEUM AND PETROCHEMICAL EXPANSION. IN SUPPORT OF
TULSA EXPOSITION, AS TOTAL OF 104 PERSONAL LETTERS WERE SENT
TO FIRMS WITH SPECIALIZED INTERESTS IN THIS SECTOR. IN ADDITION
36 BLUE RIBBON CALLS WERE MADE. WE HAVE NOT YET RECEIVED LIST OF
BRAZILIAN ATTENDEES AT TULSA EXPOSITION. WE KNOW OF ONLY TWO WHO
ATTENDED (ACTIONS 15, 16 & 17). BRAZIL'S FOREIGN TRADE CRUDE
OIL IS REPORTED REGULARLY, MOST RECENT REPORT IS RIO DE
JANEIRO A-41 OF MAY 13 (ACTION 11). TWO TRADE OPPORTUNITIES
REPORTED (ACTION 19).

11. MINING EQUIPMENT CAMPAIGN - MINERALS OFFICER REPORTS
REGULARLY ON DEVELOPMENTS IN MINERALS SECTOR (ACTION 17).
QUANTIFIED TRADE OPPORTUNITY REQUIREMENT FOR THIS CAMPAIGN WAS
DROPPED BY WCAG (ACTION 18). MINERALS LUNCHEONS ARE HELD
REGULARLY ONECE A MONTH ATTENDED BY 90-100 SENIOR OFFICIALS
OF BRAZIL'S LEADING MINING AGENCIES AND EQUIPMENT

MANUFACTURERS (ACTIONS 19 & 20).

12. VISIT USA COMMITTEE CAMPAIGN - NO REQUIREMENTS CITED THIS
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QUARTER. INCENTIVE TRAVEL FILM WAS INTRODUCED ON EXPERIMENTAL
BASIS IN SAO PAULO.

13. EXPORT PROMOTION SERVICE - WHILE NO TARGET NUMBER FOR
TRADE OPPORTUNITIES HAS BEEN SET IN FY-76 CCP, CCAG PLEASED
TO REPORT THAT FOR THE FOUR QUARTERS OF FY-76 145 TRADE
OPPORTUNITIES HAVE BEEN SENT IN FROM BRAZIL AS OPPOSED TO A
TOTAL OF 118 FOR THE FOUR QUARTERS OF FY-75. IN ADDITION A
TOTAL OF 64 FOREIGN GOVERNMENT TENDERS WERE REPORTED FOR THE
YEAR.

14. ACTIONS NOT REQUIRED BY CCP - TRADE PROMOTION EVENTS NOT
SCHEDULED UNDER CCP BUT CARRIED OUT THIS QUARTER INCLUDED THE
PROCESS CONTROL INSTRUMENTATION CATALOG EXHIBIT IN BELO
HORIZONTE AND SAO PAULO AS WELL AS THE FOOD PROCESSING AND
PACKAGING CATALOG EXHIBIT IN SAO PAULO, PORTO ALEGRE AND
PELOTAS.

15. THE DRAFT CCP FOR FY-77 WAS REVIEWED BY THE CCAG.
SUGGESTIONS AND AMENDMENTS SUBMITTED BY CONSTITUENT POSTS
WERE DISCUSSED. CCAG AGREED ON FOLLOWING TWO POINTS:
1) IN VIEW OF THE SEVERE TRAVEL RESTRICTIONS RECENTLY IMPOSED
BY THE GOB, A TRAVEL USA CAMPAIGN WAS NOT WARRANTED. CAMPAIGN
SHOULD BE REPLACED BY LOW-PROFILE INITIATIVES COMPATIBLE
WITH GOB SENSITIVITIES. 2) AN EFFORT SHOULD BE MADE TO
CONSTITUTE A TRADE DEVELOPMENT MISSION CONSISTING NOT ONLY OF
US EXPORTERS BUT OF POTENTIAL US INVESTORS AS WELL. THE
IMPORTANCE OF SUCH A MISSION WAS ALREADY HIGHLIGHTED BY CCAG
AT ITS PREVIOUS MEETING (SEE PARA 15 BRASILIA 3658). SUCH A
MISSION WOULD BE PARTICULARLY EFFECTIVE IN PETROCHEMICAL SECTOR
CAMPAIGN PROPOSED FOR FY-77. THE FY-77 DRAFT CCP WAS
FINALIZED SUBSEQUENT TO THE MEETING BY MESSRS. GENDREAU
AND LACEY AND COMMERCIAL COUNSELOR.

16. CCAG WAS INFORMED OF MEETING EARLIER IN DAY BETWEEN GOB
WORKING GROUP AND EMBASSY AND COMMERCE OFFICERS TO CLARIFY
CONDITIONS SET FORTH IN GOB DIPLOMATIC NOTE FOR ESTABLISHMENT
AND OPERATION OF US TRADE CENTER IN SAO PAULO. REPORT ON
THAT MEETING FORWARDED PER RIO DE JANEIRO 2532.
CRIMMINS

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